

To: DDA:MSMAIL=RJRWS/WSEXCH/FITZGED; O=RJREM; P=WSX400; A=RJR; C=US
From: MacWilliams, Lori
Posted: 4/27/98 17:32
Opened: 4/28/98 13:30
Subject: CTS Promotion Projections

Don,

Per your email of 4/14/98 please reference the attached response for the Buffalo Region. As you are aware, responses were requested for 1 Pack Offers for CTS stores; we felt that a one pack may be too lucrative of an offer for a CTS and that our dollars would be better spent in a C/Gas outlet. However, it is difficult to determine without the promotion specifics.

On another topic, concerning VAP Promotions: The Buffalo Region allocations were short approximately 360 sku's for the Doral BIGIF and Winston \$.70 off. Hopefully, allocations will be adjusted for future promotions as we work towards STUB implementation.

Please do not hesitate to contact me should you have any questions.
Thanks for your assistance as always.

Lori / #1610

CC: Campbell, Judy, Natale, Fray, 1600 - Buffalo Region (BURRELL), 1610 - Buffalo ROU (BRZEZIE)

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Projected CTS Outlets 3rd Quarter 1998

	Current CTS Pack # of Stores	Projected Based on 1 pack offer CTS Packs # of stores	Projected 40 offers per sku # of sku's	Projected Based on 5 pack offer CTS Packs # of stores	Projected 40 offers per sku # of sku's	Current CTS Carton # of Stores	Projected Based on 1 ctn offer CTS Carton # of stores	Projected 40 offers per sku # of sku's
1100-Boston	75					67		
1200-New York	56					0		
1300-Philadelphia	143					101		
1600-Buffalo	277	50	7	50	3	289	210	3
1700-Pittsburgh	210					210		
1800-Cincinnati	260					260		
NEBA Total	1021					927		
2100-Winston-Salem	250					250		
2200-Atlanta	178					178		
2300-Florida	216					250		
2600-Dallas	360					410		
2900-Richmond	212					254		
SEA Total	1216					1342		
5100-N. California	100					125		
5400-S. California	150					150		
5600-Seattle	228					232		
5800-Houston	190					190		
WSEA Total	668					687		
6200-Chicago	300					300		
6300-Minneapolis	375					375		
6600-Denver	600					600		
6700-Detroit	250					250		
6900-St. Louis	400					430		
WSEA Total	1925					1955		
National Total	4830					4921		

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4/28/98

Projected CTS Outlets 3rd Quarter 1998

Region	Current CTS Pack Stores	Projected Based on 1 pack offer CTS Pack/# of stores	Projected 40 offers per sku # of sku's	Projected Based on 5 pack offer CTS Pack/# of stores	Projected 40 offers per sku # of sku's	Current CTS Carton Stores	Projected Based on 1 ctn offer CTS Carton/# of stores	Projected 40 offers per sku # of sku's
1100-Boston	75					67		
1200-New York	56					0		
1300-Philadelphia	143					101		
1600-Buffalo	277					289		
1700-Pittsburgh	210					210		
1800-Cincinnati	260					260		
NESA Total	1021					927		
2100-Winston-Salem	250					250		
2200-Atlanta	178					178		
2300-Florida	216					250		
2600-Dallas	360					410		
2900-Richmond	212					254		
SSA Total	1216					1342		
5100-N. California	100					125		
5400-S. California	150					150		
5600-Seattle	228					232		
5800-Houston	190					190		
WSA Total	668					697		
6200-Chicago	300					300		
6300-Minneapolis	375					375		
6600-Denver	600					600		
6700-Detroit	250					250		
6900-St. Louis	400					430		
MWSA Total	1925					1955		
National Total	4830					4921		

4/28/98

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4/15/98

Projected CTS Outlets 2nd Quarter 1998

REGION 16XX 1998 PROJECTED CTS RESPONSE				
Region	Current CTS Pack Stores	Projected CTS Pack Stores	Current CTS Carton Stores	Projected CTS Carton Stores
1100-Boston	62		63	
1200-New York	34		0	
1300-Philadelphia	54		54	
1600-Buffalo	89	277	133	289
1700-Pittsburgh	83		183	
1800-Cincinnati	230		230	
NESA Total	552		663	
2100-Winston-Salem	206		206	
2200-Atlanta	158		158	
2300-Florida	176		176	
2600-Dallas	350		400	
2900-Richmond	202		242	
SSA Total	1092		1182	
5100-N. California	60		100	
5400-S. California	88		135	
5600-Seattle	154		187	
5800-Houston	116		119	
WSA Total	418		541	
6200-Chicago	204		204	
6300-Minneapolis	338		338	
6600-Denver	580		580	
6700-Detroit	184		184	
6900-St. Louis	200		400	
MWSA Total	1506		1706	
National Total	3568		4092	